

CLAIMS

What is claimed:

1 1. A method of collecting survey data comprising the steps of:
 2 defining a question for presentation in a survey;
 3 defining a plurality of potential answers, each one of said plurality of potential
 4 answers corresponding to said question;
 5 assigning a question code to said question;
 6 assigning a plurality of choice codes, one of each said choice code assigned
 7 uniquely to each one of said plurality of potential answers;
 8 creating question choice records for associating question code with each
 9 choice code;
 10 presenting said question to a survey participant; and
 11 presenting said set of potential answers to said survey participant in
 12 accordance with said question choice records.

1 2. The method of claim 1, further comprising the steps of:
 2 creating an answer record to associate said choice code of a selected answer
 3 with said question code.

1 3. The method of claim 1, further comprising the step of assigning a
 2 choice type to said choice code to define the format of the answer solicited by said
 3 question.

1 4. The method of claim 3, wherein said format comprises a multiple-
2 choice format to capture user entered numeric or text data in support of an “other”
3 choice.

1 5. The method of claim 1, further comprising the step of specifying a
2 follow-up question for a predetermined said potential answer.

1 6. The method of claim 5, further comprising the step of presenting said
2 follow-up question to survey participant.

1 7. A system for collecting survey data comprising:
2 a display device for presenting a question to a survey participant; and
3 a controller for presenting a plurality of potential answers to said question to
4 said survey participant in accordance with a question choice record.

1 8. A system according to claim 7, wherein said question is associated
2 with a unique question ID and a question code.

1 9. A system according to claim 7, wherein each of said plurality of
2 potential answers are associated with a unique choice ID and a choice code.

1 10. A system according to claim 7, wherein said question choice record
2 associates said unique question ID with said unique answer ID.

1 11. A system according to claim 7, wherein said display device and said
2 controller constitute a client-side terminal.

1 12. A system according to claim 11, wherein said client-side terminal
2 comprises a personal digital assistant (PDA).

1 13. A system according to claim 14, wherein said question choice record is
2 received from a database collection server.

1 14. A system according to claim 7, wherein said controller causes an
2 answer record to be generated where said survey participant responds to said question
3 via selected one of said plurality of choices.

1 15. A system for collecting survey data comprising:
2 a database server comprising a database for storing survey data;
3 an interface for receiving an answer record from a client-side terminal; and
4 a controller for updating said database in accordance with said answer record.

1 16. A system for collecting survey data according to claim 15, wherein
2 said interface comprises a network interface for connecting to a network.

1 17. A system for collecting survey data according to claim 15, wherein
2 said network interface comprises a wireless network interface.

1 18. A system for collecting survey data comprising:
2 storage memory for storing data and electronic format instructions;
3 logic stored on said storage memory for defining a question for presentation in
4 a survey;
5 logic stored on said storage memory for defining a set of potential answers to
6 said question, said set comprising a plurality of relevant potential answers to said
7 question;
8 logic stored on said storage memory for assigning a question code to said
9 question;
10 logic stored on said storage memory for assigning a choice code to each of
11 said plurality of potential answers;
12 logic stored on said storage memory for creating question choice records for
13 associating question ID with each choice ID;
14 logic stored on said storage memory for presenting said question to a survey
15 participant; and
16 logic stored on said storage memory for presenting said set of potential
17 answers to said survey participant in accordance with said question choice records.

- 1 19. A system for collecting survey data comprising:
- 2 storage means for storing data and electronic format instructions;
- 3 means for defining a question for presentation in a survey;
- 4 means for defining a set of potential answers to said question, said set
- 5 comprising a plurality of relevant potential answers to said question;
- 6 means for assigning a question code to said question;
- 7 means for assigning a choice code to each of said plurality of potential
- 8 answers;
- 9 means for creating question choice records for associating question ID with
- 10 each choice ID;
- 11 means for presenting said question to a survey participant; and
- 12 means for presenting said set of potential answers to said survey participant in
- 13 accordance with said question choice records.